Julia Szambolics *Ioana Lepădatu*

the little exercise book of advertising

vol.1

Use your knowledge in a creative way

Presa Universitară Clujeană

JULIA SZAMBOLICS | IOANA LEPĂDATU

THE LITTLE EXERCISE BOOK OF ADVERTISING

vol. 1

PRESA UNIVERSITARĂ CLUJEANĂ
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INTRODUCTION

Dear reader,

As you turn the pages of our book, we, the two co-authors, Ioana Lepădatu and Julia Szambolics, invite you to embark on a journey that explores the dynamic landscape of advertising. We are both lecturers at the Faculty of Political, Administrative, and Communication Sciences, within the Babeș-Bolyai University, and we share a passion for advertising, specifically strategy and consumer psychology.

We were inspired to create this book as an interactive tool that has a theoretical foundation that is supplemented with helpful exercises. Simultaneously, we saw this initiative as a chance for teamwork, therefore revealing our common interests and passions.

The Little Exercise Book of Advertising offers theoretical concepts and practical exercises that students can use in their classes. Each chapter ends with creatively designed exercises that highlight that chapter's specific theory. This book includes tasks such as developing a buyer persona profile, formulating a creative brief, comprehending a media strategy, and understanding the importance of correct budgeting.

The book contains eleven chapters: The Brand, Brand Archetypes, The Goals, The Target Audience, The Positioning, The Copy Strategy, The Campaign, The Media Mix, Media Plan and Media Budget, Storytelling, Influencer

Marketing, Bibliography, and some website recommendations for advertising lovers.

Each chapter's framework is simple and explicit. We used six symbols to represent: the time given for each exercise; how to solve it, individually or as a team; the necessity for research and brainstorming; and the creation of a presentation to complete the exercise.

We primarily developed the book for students studying advertising, communication, public relations, marketing, or design. It is an excellent approach to applying the concepts covered in the classes.

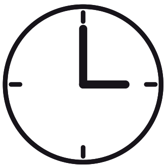
At the same time, the content can be used by those who are interested in the advertising and marketing sectors and want to build or improve abilities such as creativity, strategic thinking, and understanding customer behavior.

We must express our gratitude to Vitrina Advertising Agency for their assistance in sharing market information, for the enthusiastic encouragement for the publication of this book, and for the warm and friendly connection that has been established over the years. Additionally, we extend our gratitude to our friends at Agence K in Bucharest for the invaluable insights they have provided.

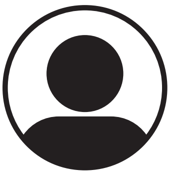
We hope you enjoy reading it as much as we enjoyed writing it!

Ioana & Julia

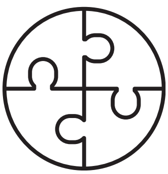
ICON LEGEND



Time: This icon will show you the scheduled time for the delivery of each exercise. The presentations and the amount of items to analyze depend on the group sizes



Individual Work: This icon will show you when the exercises are done individually



Teamwork: This icon will show you when the exercises are done in teams



Presentation: This icon will appear when the projects will be presented to the class in form of a presentation



Research: This icon will appear when exercises require further research



Brainstorming: This icon will appear when exercises require a brainstorming

LEARNING OUTCOMES
CHAPTER 1. THE BRAND

- In this chapter you will get familiar with Aaker's brand identity model
- You will be able to analyze an existing brand based on the theoretical framework
- You will be able to create a fictional brand and develop its brand identity

- Time Exercise 1: 60 minutes
- Time Exercise 2: 90 minutes

- Teamwork

- Presentation

- Brainstorming

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